



## **CLARA THOMAS ARCHIVES**

**Inventory of the  
Toronto Telegram fonds**

**Inventory #F0433**

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## F0433 - Toronto Telegram fonds

**Fonds/Collection Number:** F0433

**Title:** Toronto Telegram fonds

**Dates:** 1876-1971, predominant 1939-1971

**Extent:** 16.0 m of textual records  
ca. 1,300,000 photographs : b&w and neg. : 30 x 25 cm or smaller  
ca. 350 scrapbooks : 55 x 43 cm or smaller

**Biographical Sketch/  
Administrative History:** The 'Toronto telegram' (originally the 'Evening telegram,') was launched in 1876 by John Ross Robertson. The 'Tely' strongly supported the British connection in Canada, appealing to British and Imperial sentiments even after Canadian nationalism became fashionable. The newspaper was locked in a circulation war with its afternoon rival, the 'Toronto star', for much of the twentieth century. The battle involved giveaway contests, scoops, and even hiding personalities (like swimmer Marilyn Bell) from the competition to ensure exclusive stories. Following Robertson's death, the paper was continued by a trust he had established. In 1948 the newspaper was sold to George McCullagh, owner of the Toronto Globe & mail, who invited John Bassett to act as publisher. In 1952 Bassett bought the newspaper and attempted to best the Star with new features in his newspaper, the introduction of colour photography (which meant the demise of the famous 'pink' newsprint on which the "Tely" had been printed), and other modernizations (including a news office building). Falling circulation and lack of advertising led Bassett to close the newspaper in 1971.

**Scope and Content:** The fonds documents the journalistic activities of the "Toronto Telegram" and its predecessor, the "Evening telegram". The fonds includes photographs, scrapbooks and clippings.

**Restrictions on  
Access and Use:** No restrictions on access.

**Finding Aid:** File lists available.

**URL of Finding Aid:** <http://archivesfa.library.yorku.ca/fonds/ON00370-f0000433.htm>

**Accruals:** The fonds comprises the following accessions: 1974-001, 1974-002, 1974-003, 1987-001, 1987-002, 1987-032. Further accruals are expected.

**Virtual Exhibit:** Approximately 1,000 photographs from the Toronto Telegram were digitized as part of a York University Library project to assess digitization processes.

**URL of Virtual Exhibit:** <http://www.library.yorku.ca/web/archives/finding-aids/telegram1/>

**Provenance Access Points:** Toronto Telegram  
Evening Telegram (Toronto, Ont.)

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